

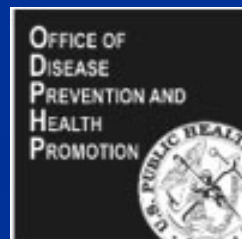
Ix and Healthy People 2020

Presentation to the Sixth Annual Information Therapy Conference

Park City, Utah
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Overview

- Healthy People Overview
- Healthy People 2010 Health Communication Focus Area
- Health Communication and Informatics 2020: Stakeholder Input Opportunities
- Discussion

Healthy People 2020:

Developing Health Objectives
for
the Next Decade



What Is Healthy People?

- *Healthy People* is a comprehensive set of disease prevention and health promotion objectives for the Nation, developed by stakeholders in the public and private sectors.
- Healthy People uses management principles to build a framework of public health priorities and specific, measurable objectives.
- States, organizations and communities have incorporated Healthy People objectives into their planning and evaluation efforts for three decades



Healthy People 2020: Starting Point

- Guiding principles
 - Promote optimal health in order to end preventable death
 - Eliminate health disparities
 - Make wellness a way of life for individuals and their communities
 - Promote healthy places and environments



Healthy People 2020: Organizing Framework

- Focus areas
 - Primary: Risk factors and determinants of health
 - Secondary: Diseases and disorders
- Emphasis on Secretarial Priorities
 - Prevention
 - Health IT
 - Preparedness



Healthy People 2020: Stakeholder Input

- Secretary's Advisory Committee on National Disease Prevention and Health Promotion Objectives for 2020
- Regional Meetings
- Public Comment periods
- Federal Interagency Workgroup



Healthy People 2020

- 2007, 2008, 2009
 - HHS development of objectives
 - Continued public input
- 2009
 - Framework released
- 2010
 - Final 2020 objectives released



Healthy People 2010
Health Communication Objectives



Healthy People 2010

Health Communication Focus Area

- Meaningful Access to the Internet
- Improving and Addressing Limited Health Literacy
- Health Web site Quality
- Research-based health communication with an evaluation component
- Supporting patient-provider communication



Health Communication and Informatics 2020

*Toward a conceptual framework to inform
choices of high impact health
communication and informatics objectives
for Healthy People 2020*



Health Communication and Informatics Objectives for 2020

Our preliminary organizing questions:

- *How does health communication/informatics significantly contribute to the improvement of health and the reduction of health disparities?*
- *How could we measure progress regarding their contributions?*



Our Evolving Framework

How do
we support
productive interactions?



Closing the Gap: The Health Communication and Informatics Infrastructure



Goals

Health literate, activated public
Productive Interactions

Stakeholders

- Stakeholder Identification –
 - Federal Agencies
 - HP 2010 Health Communication Work Group
 - HHS Health Literacy Work Group
 - healthfinder Steering Group and Stakeholder Group
 - The Ix community



Upcoming Opportunities for Stakeholder Input

- Six Annual Information Therapy Conference, Oct. 8-9, Park City Utah
- Communities and Health: A Dialogue, Plexus—AACH—NAP Conference, Nov. 1-2, Baltimore MD
- APHA, Center of Excellence in Health Communication PI Panel, Nov. 5, Washington DC
- Prevention Summit, Nov. 27-29, Washington DC



Opportunities for Input (cont.)

- healthfinder Blog, facilitated by health communication and informatics experts
- Webinars, following professional conferences



Time Frame

- August 2007- March 2008 –Framework Development and Stakeholder input
- Summer 2008 - Final report to Healthy People Steering Committee
- August 2008- Preparation of report for publication as follow up of *Communicating Health: Priorities and Strategies for Progress*



Discussion

If you are interested in participating in the development of Healthy People 2020 Health Communication/eHealth Objectives, please email your contact information to:

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